

TAX ID #

# CREDIT APPLICATION



P.O. Box 3267  
McAllen, TX 78502  
(956) 683-4026  
fax (956) 683-4011

Please Fill Out Application Completely And Include All Pertinent Signatures.

FIRM NAME		DBA	DATE
ADDRESS, CITY, STATE, ZIP CODE			TELEPHONE
MAILING ADDRESS (IF DIFFERENT FROM ABOVE)		PARENT COMPANY (IF SUBSIDIARY)	
TYPE OF BUSINESS <input type="checkbox"/> PROPRIETORSHIP <input type="checkbox"/> PARTNERSHIP <input type="checkbox"/> CORPORATION		KIND OF BUSINESS	
YEAR ESTABLISHED	TIME AT PRESENT LOCATION	EVER FILED BANKRUPTCY? <input type="checkbox"/> No <input type="checkbox"/> Yes, Year _____	EVER MAKE DEBT SETTLEMENT? <input type="checkbox"/> No <input type="checkbox"/> Yes, Year _____
YEAR OF CORPORATION	STATE OF INCORPORATION	CAPITALIZATION	AMOUNT OF CREDIT DESIRED \$ _____

<b>PLEASE PRINT OR TYPE</b>		<b>BUSINESS STRUCTURE</b>	
PROPRIETOR, PARTNERS, OR OFFICERS			
NAME/TITLE	STATE D.L. #	HOME ADDRESS, CITY, STATE, ZIP CODE	TELEPHONE

<b>TRADE REFERENCES</b>		
NAME	ADDRESS, CITY, STATE, ZIP CODE	TELEPHONE

<b>BANK REFERENCES</b>				
NAME	BRANCH	CITY, STATE, ZIP CODE	ACCOUNT NO.	TYPE

Have you or your partner ever run advertising under another name or names?  Yes  No

If yes, please list name or names used: \_\_\_\_\_

<b>CREDIT CARD GUARANTY</b>			
CREDIT CARD	HOLDER	NUMBER	EXPIRATION DATE

I certify that the above statements (which are furnished for the purpose of obtaining credit) are true and correct. I, also, authorize all Bank references, credit references, etc. to furnish information (credit) to The Monitor for processing this application.

I further certify that payment of advertising placed by our firm through an advertising agency is our responsibility. I understand that if this account is written off for non payment, all previous credit will be revoked and further credit can only be obtained by payment in full on account and one year of cash with copy on all ads placed. After one year has passed, a new credit application may be submitted.

I understand that payment must be received by the 25th of the month following the billing cycle. If payment is not received by your terms, I agree to pay cash in advance for all future advertising.

The undersigned agrees that a facsimile copy of this agreement is legally binding and accepted.

Signature of Individual Responsible (Print Name) \_\_\_\_\_

S.S.# \_\_\_\_\_ Date \_\_\_\_\_

Signature of Sales Representative (Print Name) \_\_\_\_\_

Office \_\_\_\_\_ Date \_\_\_\_\_

DISPOSITION OF CREDIT APPLICATION		
ACCOUNT NO.	ACCOUNT NAME	ACCOUNT REPRESENTATIVE
<input type="checkbox"/> APPROVED DATE _____ CREDIT LIMIT OF \$ _____ <input type="checkbox"/> DECLINED -- CASH WITH COPY ONLY		<input type="checkbox"/> TEAR SHEETS <input type="checkbox"/> DUPLICATE STATEMENT (ENTER ADDRESS BELOW)
REMARKS:		
<input type="checkbox"/> CREDIT REFERENCES VERIFIED (SEE ENCLOSURE)		

## THE MONITOR CREDIT TERMS AND POLICIES

1. All advertising will be paid in advance until credit has been approved by the credit manager.
2. To qualify for open billing a completed application for credit must be submitted by the Advertiser and signed by a principal of the firm requesting credit.
3. Normal approval of a credit application should take less than ten days. It is the advertiser's responsibility to supply references and other requested information to expedite the approval process.
4. In all cases, applications for credit must be approved by the Credit Manager. No one in advertising is authorized to grant open billing credit.
5. If billing is to be through an advertising agency a Letter of Authorization from the advertiser must be filed with the Business Office of The Monitor.
6. Should an advertising account balance become more than 30 days past due, The Monitor reserves the right to withdraw credit privileges. In that event additional advertising may be accepted only if paid in cash with an equal amount on the old balance.
7. Church, Charity and Civic Clubs rate is restricted to organizations that supply The Monitor a 501-C3 form and is still subject to approval by the publisher.
8. Word ads in Classified may be accepted without pre-payment from residents of the Rio Grande Valley, provided no past due charges exist. Out of Valley orders require prepayment unless prior credit approval has been granted.
9. In the event of an error or omission in an ad the publisher's liability shall be limited to the correction of, or the cancellation of charges, for that portion of the ad rendered valueless by such errors or omissions.
10. In the event of The Monitor printing error in an ad a letter of correction will be delivered to the store upon request.
11. As required by the Texas Election Code all political advertising shall be payment with copy.
12. We will require cash with copy after receiving an insufficient funds check on an account. All insufficient funds checks will be subject to prosecution as allowed by Texas law.

Any questions concerning the advertising terms or other credit problems should be referred to:

**The Monitor**  
**Credit Manager**  
 P.O. Box 3267  
 McAllen, TX 78502  
 (956) 683-4026  
 fax (956) 683-4011